

Marketing (BBA or BS)

The following information is a general overview of the program for students in catalogs **Fall 24 and earlier**. Speak with your advisor if you are unsure of your catalog. Reviewing this sheet is NOT a replacement for advising meetings which are recommended twice per year; **students are NOT encouraged to self-advise**. Requirements and course offerings may change for students not yet admitted or declared. The BBA degree also has a **fully online option**. The BS degree requires an additional six hours of advanced math. Note for **Second Bachelor's** Students: FLENT, Gen Ed, and *some* electives are not required.

Important Academic Policies

Please visit www.business.fau.edu/academicpolicies. It is especially important for prospective business majors to be aware of:

- **Limitation on Repeated Courses**
(max two attempts per course)
- **Limitation on Number of Withdrawals**
- **Deadlines to Declare a Major**

Requirements for All FAU Bachelor's Degree Programs

| Requirement | Description |
|---|--|
| Free electives to reach minimum 120 credits | Verify with your advisor how many free electives (if any) you need to graduate |
| Foreign Language Admission Requirement (FLENT) | Two passing years of the same high school foreign language or accepted equivalent |
| Civic Literacy (entering FL SUS or SCS Fa18 or later) | www.fau.edu/ugstudies and click " Civic Literacy " |

General Education (Gen Ed) Requirements

The pre-business foundation courses and Civic Literacy satisfy many Gen Eds (formerly known as IFP), but the following additional coursework is required. Students with an AA (Associate of Arts) degree from a regionally accredited Florida Public Institution are deemed to have met the Gen Ed Requirement. To view the Gen Ed checklist, visit www.fau.edu/uas/curriculum and scroll down to "Business."

| Category | Required Credits | Notes |
|-----------------------|------------------|--|
| Natural Science | 6 credits | One course must include a lab |
| Humanities | 6 credits | Choose one Writing Across the Curriculum (WAC) course |
| Additional Enrichment | 3 credits* | *If exempt from Civic Literacy credits, take 6 cr Add'l Enrichment |

Pre-Business Foundation Courses (2.5 GPA Required in the Courses Below; Minimum Grade "C")

| Course Title | Prefix and Number | Pre-requisites (Minimum Grade of "C") |
|----------------------------------|-------------------|---|
| College Writing I | ENC1101 | |
| College Writing II | ENC1102 | ENC1101 |
| Accounting I (Financial) | ACG2021 | |
| Accounting II (Managerial) | ACG2071 | ACG2021 |
| Macroeconomics | ECO2013 | |
| Microeconomics | ECO2023 | |
| Methods of Calculus | MAC2233 | MAC1105 or ALEKS score 45 |
| Introductory Statistics | STA2023 | MAC1105, MGF1106, MGF1130, MAC2233, or ALEKS score 30 |
| Information Systems Fundamentals | ISM2000 | |

Requirements to Declare the Major and Timely Graduation

To declare Marketing (MKTG), students must have satisfied FLENT, satisfied Civic Literacy, and achieved a minimum 2.5 GPA in the Pre-Bus Foundation. For timely graduation, students should plan courses in consultation with an academic advisor, create a balance between taking business core and major courses each semester, and prioritize major courses as they are not offered every term.

Business Core Courses (Minimum Grade "C")

| Course or Requirement Title | Prefix and Number | Pre-requisites (Minimum Grade "C") |
|---|--|---|
| Management of Organizations | MAN3025 | 60 cr (54 cr w/ approval; 45 cr w/ approval if pbus/gen ed complete) |
| Principles of Marketing | MAR3023 | 30 credits |
| Financial Management | FIN3403 | 60 cr (54 cr w/advisor approval); ACG2021 & ACG2071 |
| Business Law 1 | BUL4421 | 60 credits |
| Choose ONE economics course: Money and Financial Markets Intermediate Microeconomics Intermediate Macroeconomics | Choose ONE : ECO4223 ECO3101 ECO3203 | 30 credits; ECO2013 & ECO2023 60 credits; ECO2013 & ECO2023 60 credits; ECO2013 & ECO2023 |
| Choose ONE International Perspective from ECS3013, ECO3703*, ECO4704, ECO4713, FIN4604, MAN3600, MAR4156 , or ACG3131. Pre-reqs vary. | | |
| Management Information Systems | ISM3011 | 30 credits; ISM2000 |
| Bus. Communication: Crit. Analysis & App. | GEB3213 | Declared in major; 60 credits |
| Quantitative Methods in Administration | QMB3600 | Declared in major; 60 credits; MAC2233 and STA2023 |
| Operations Management | MAN3506 | Declared in major; 60 credits; MAN3025 and QMB3600 |
| Global Strategy and Policy | MAN4720 | Declared in major; 90 credits; MAN3025, MAR3023, FIN3403, GEB3213, QMB3600, and MAN3506 |

*ECO3703 can never be used for an Economics major

Marketing Major Courses (Minimum Grade "C") Fall 24 Catalog and Earlier

| Course or Requirement Title | Prefix & Number | Pre-requisites (Minimum Grade "C") |
|--|-----------------|--|
| Choose FOUR Upper Division Marketing (MAR) Electives: | | |
| <p>MAR electives are any 3000 or 4000 level courses with the "MAR" prefix not used anywhere else in your program. This means that neither MAR3023 from the core nor MAR4803 count as one of the four. Not all MAR courses are offered every term, so the best way to find MAR electives is to type "MAR" in the "Subject" field on the Searchable Schedule to see what is offered.</p> <p>Some examples of MAR electives are:</p> | | |
| Healthcare Marketing | MAR4712 | 60 credits; MAR3023 |
| Introduction to Social Media Marketing | MAR4724 | 60 credits; MAR3023 |
| Introduction to Influencer Marketing | MAR4725 | MAR3023 |
| Artificial Intelligence (AI) in Marketing | MAR4741 | 60 credits; MAR3023 |
| Principles of Advertising | MAR3326 | Declared in major |
| International Marketing | MAR4156* | Declared in major; MAR3023 |
| Retail Management | MAR4231 | Declared in major; MAR3023 |
| Merchandising Management | MAR4232 | Declared in major; MAR3023; MAR4231 |
| Promotional Management | MAR4323 | Declared in major; MAR3023 |
| RI: Adv Adver: Research, Persuasion & Creativity | MAR4334 | Declared in major; MAR3326 and STA2023 |
| Personal Selling | MAR4400 | Declared in major; 60 credits |
| Sales and Sales Management | MAR4403 | Declared in major; MAR3023 |
| Strategies in Business Markets | MAR4453 | Declared in major; MAR3023 |
| Consumer Behavior | MAR4503 | Declared in major; MAR3023 |
| Marketing Research & Information Systems | MAR4613 | Declared in major; MAR3023 and STA2023 |
| Business Analytics Marketing & Customer Relationship Mgmt | MAR4615 | Declared in major; MAR3023 |
| Digital Marketing | MAR4721 | Declared in major; MAR3023 and ISM3011 |
| Artificial Intelligence in Marketing | MAR4731 | Declared in major; MAR3023 |
| Sports Marketing | MAR4711 | Declared in major; MAR3023 (or alternate per catalog) |
| Services Marketing | MAR4830 | Declared in major; MAR3023 |
| Entrepreneurial Marketing | MAR4765 | Declared in major; 90 credits; MAR3023 |
| Marketing and Product/Service Innovation | MAR4836 | Declared in major; 60 credits; MAR3023 |
| Marketing Strategy Case Competition | MAR4933 | Declared in major; 60 credits; instructor approval |
| Special Topics (subject matter varies) | MAR4933 | Declared in major; may require instructor approval |
| General Marketing Internship | MAR4946 | Declared in major; 90 credits; MAR3023; instructor approval |
| Marketing Study Abroad | MAR4957 | Department approval |
| Marketing Strategy Required for ALL Marketing Majors | MAR4803 | Declared in major; 90 credits; MAN3025, MAR3023, FIN3403, QMB3600, & MAR4613* *The MAR4613 can be waived by an advisor for students in the Fa24 catalog or earlier |

Upper Division Business Elective (UDE): Minimum One Course Required

| Requirement | Suggested Option: Internship |
|---|---|
| All business core majors must complete 51 credits (17 courses) of upper division business coursework. MKTG requires 16 courses in the core and the major; the 17 th course is an elective chosen by the student. Choose ONE UDE (any 3000 or 4000 level business course not already taken in the core or major). *Students who take MAR4156 to count in both the core and the major would choose TWO UDEs. | Students interested in an internship as their Business Elective may schedule an appointment with the College of Business Career Development and Internship Coordinator. |

About Marketing

Marketing is the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives. Marketing graduates find careers in a variety of industries including consumer companies, healthcare, nonprofits, and manufacturing across a diverse range of career paths in areas such as digital marketing, brand management, advertising, marketing research, business analytics, sales and sales management, and hospitality management.

Additional Information and Resources

College of Business Student Academic Services

Current students can make an appointment with an academic advisor or a career advisor via www.fau.edu/successnetwork.

Prospective students can call in for assistance making an appointment

Boca: 561-297-3688 | Davie: 954-236-1290 | www.business.fau.edu | COBAdvising@fau.edu | businessintern@fau.edu

Marketing Department: www.business.fau.edu/marketing | **Graduate Programs:** www.business.fau.edu/masters